

DECLARATION AND POWER OF ATTORNEY

Atty Dkt. No.: NELSR-PO1

As the below-named inventor, I hereby declare that (as used herein, all singular forms also include the plural form as the case may be):

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am an original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:  
ADVERTISING SYSTEM,  
the specification of which is attached.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment(s) referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a).

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

I hereby appoint Frank G. Morkunas, Reg. No. 38,974, C/N 23,653, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

**CORRESPONDENCE ADDRESS.** Direct all telephone calls, and  
address all correspondence, to:



**23653**

PATENT TRADEMARK OFFICE

First Inventor's Name: Robert W. Nelson, U.S. Citizen

Residence: Ramona, California

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Ramona, California 92065

Signature\_\_\_\_\_

A handwritten signature in black ink, appearing to be 'A' followed by a horizontal line.

Date\_\_\_\_\_

**SEP 11 2003**